

In the Claims

Please cancel claims 12-13 and 15-18 without prejudice. Applicants reserve the right to pursue the original subject matter in a continuing application. Please amend claims 1-2, 7-9, and 14 as follows.

1. **(Currently Amended)** In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively ~~extending along~~ attached to the side walls adjacent the open end, the webs of the reclosable sealing device defining exterior surfaces of the container and interior surfaces opposingly oriented, the first and second locking members being formed on the opposing interior surfaces, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

printed color visual indicia means provided by printing automatically and directly applied ~~across to the exterior surface of~~ at least one of the webs, the printed color visual indicia applied to the exterior surface overlying in the vicinity of the first and second locking members formed on the interior surface to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device;

wherein the printed color visual indicia means is coated with a clear lamination layer.

2. **(Currently Amended)** A web arrangement having a pair of webs to be secured to a pair of side walls of a container having a reclosable open end, the web arrangement comprising:

a first locking member formed on an first interior surface of one of the webs;

a second locking member formed on a first interior surface of the other of the webs, the first and second locking members being repeatedly matable so that upon mating

engagement of the first and second locking members along their substantially entire lengths, the open end is substantially entirely closed, and

printed color visual indicia means directly printed along a length of at least one of ~~the webs the first and second locking members~~ before the webs are secured to the side walls of the container, the printed color visual indicia being directly printed on a second exterior surface of the web opposite the first interior surface of the web, the printed color visual indicia means overlying the first and second locking members formed on the first interior surface of the web;

wherein the printed color visual indicia means is coated with a clear lamination layer.

3. (Previously Presented) The container of claim 1 wherein the visual indicia means is selected from the group consisting of holographic printing, raised or recessed printing, varied printing covered with a fusion web and tattoo, picture or photo transfer.

4. (Previously Presented) The container of claim 1 wherein the visual indicia means is printed substantially across the entire length of at least one of the webs.

5. (Previously Presented) The container of claim 1 wherein the visual indicia means is printed intermittently across the entire length of at least one of the webs.

6. (Previously Presented) The web arrangement of claim 2 wherein the visual indicia means is selected from the group consisting of holographic printing, raised or recessed printing, varied printing covered with a fusion web and tattoo, picture or photo transfer.

7. **(Currently Amended)** The web arrangement of claim 2 wherein the visual indicia means is printed substantially across the entire length of at least one of the webs ~~first and second locking members~~.

8. **(Currently Amended)** The web arrangement of claim 2 wherein the visual indicia means is printed intermittently across the entire length of at least one of the webs first and second locking members.

9. **(Currently Amended)** In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively ~~extending along~~ attached to the side walls adjacent the open end, the webs of the reclosable sealing device defining exterior surfaces of the container and interior surfaces opposingly oriented, the first and second locking members being formed on the opposing interior surfaces, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

a printed visual color indicator provided by printing automatically and directly applied ~~across to the exterior surface of~~ at least one of the webs, the printed color visual indicia applied to the exterior surface overlying in the vicinity of the first and second locking members formed on the interior surface to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device;

wherein the visual indicator is printed either intermittently or continuously across the entire length of at least one of the webs; and

wherein the printed color visual indicator is coated with a clear lamination layer.

10. **(Previously Presented)** The container of claim 9 wherein the visual indicator is printed intermittently across the entire length of at least one of the webs.

11. **(Previously Presented)** The container of claim 9 wherein the visual indicator is printed continuously across the entire length of at least one of the webs.

12. **(Cancelled)**

13. (Cancelled)

14. (Currently Amended) In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively ~~extending along~~ attached to the side walls adjacent the open end, the webs of the reclosable sealing device defining exterior surfaces of the container and interior surfaces opposingly oriented, the first and second locking members being formed on the opposing interior surfaces, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

a printed visual color indicator provided by printing automatically and directly applied across ~~an outer~~ the exterior surface of at least one of the webs, the printed visual color indicator ~~being confined along~~ overlying the first and second locking members formed on the interior surface of the one web of the reclosable sealing device, the printed visual color indicator presenting various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device.

Claims 15-18 (Cancelled)